

Research paper

Enhancing Sales Performance through Customer Relationship Management of Coca-cola Products in Delta State

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Received 8 September 2023; Accepted 15 October 2023; Published 18 October 2023

ABSTRACT: This study aimed at the influence of customer relationship management on the sales of coca-cola products in Delta State. The design adopted for this study is the descriptive design. Descriptive research is the collection and interpretation of data. Information was collected by asking a good number of people sampled from the population with known backgrounds on the questions. The population used for this study is all customer relationship management on the sales of products: a status of Coca-Cola Company). Convenience sampling is a simple approach where a sample is selected according to the convenience of the researcher. This convenience may be concerning the availability of demand and accessibility of the elements. Participation in the survey was voluntary and only a member of the research team was present to administer the confidential questionnaire. The research instrument used for the data collection was the structured questionnaire of four (4)-point Likert-type rating scales. The questionnaire items were generated from the research questions. In all sections, the respondents were required to tick the column provided for the independent respondents. The primary data is the inferences drawn from the results of the survey which is conducted among 200 employees. The study concluded that; Customer relationship management has a favourable impact on an organization's success, according to the study. The organization's continuous improvement will be determined by how successfully the customer relationship is managed and how satisfied consumers are with the level of service they receive. Based on the study the following recommendations were made; Organizations, particularly flour mills, must maintain a positive relationship with their clients to maintain a competitive advantage. Employees must also exhibit commitment and loyalty to the strategy's success. The report also suggested that all staff receive training and development aimed at fostering long-term customer relationships regularly.

Keywords: Sales performance, customer relationship, management

Citation: Chukwu N. M. and Kifordu, A. A. (2023). Enhancing Sales Performance through Customer Relationship Management of Coca-cola Products in Delta State. Direct Res. J. Manage. Strat. Studies. Vol.4 (6); Pp. 143-151. This article is published under the terms of the Creative Commons Attribution License 4.0.

INTRODUCTION

Customer Relationship Management (CRM) as a concept holds that, for a company to maximize profit, it must increase its customer's level. To do this, the company must develop a relationship with each valued customer and ensure that they have acquired detailed information about them. Customer Relationship Management (CRM) also presupposes customers' needs must be identified, and satisfied, and influences their behavior with the hope of reining them through effective communication. In the words of Boyle (2004), CRM has two specific and autonomous strategies.

The first strategy is for a firm to self-determine the cost and build a long-term customer relationship, the second is to maintain this relationship using the following tactics: collection and analysis of accurate data, ensuring recent and up-to-date marketing campaign as well as developing a problem-solving ability for the customers.

This is pertinent because the higher the number of customers, the higher the sales and in turn the profitability of the company. This is because the quality of the product expected by the customers of the company is very high and it must be of higher quality.

To this end, many service industries/organizations engage in stiff competition with one another to satisfy customers' needs and expectations. For this reason, companies (both foreign and local) are constantly engaged in product quality, brand promotion, and rendering good customer service to make their customers remember them and place their products in a rightful position amidst a competitive market. The stiff competition among various companies has cost many companies huge amounts of money for advertisement and promotion which is detrimental to the profit level of the company.

It is in this regard that many profit-oriented companies are looking for a new dimension of achieving brand loyalty for their product from potential customers to increase their sales patronage. To this end, Customer Relationship Management (CRM) has been identified as an effective strategy to maintain both the potential and new customers. Aspara, (2011) opines that there is a thin line between a consumer and a customer, these words were used interchangeably in a business field and are adding to the confusion. When you are talking of a customer, this refers to someone who purchases goods and services from someone else, while a consumer buys goods and services for personal use.

The problem

With the increasing demand and patronage of sales, the role and value of customer relationship management cannot be over-emphasized. Neglect of customer relationship management has led to reduced traffic to the stores in recent times. By implication, the sales and profitability of the company reduced which might undermine the sustainability of the company if not collapse correctly. Customer involvement is related to customer participation in new product development activities, technical meetings, supply chain annual conferences, and market evaluation conferences. Customers normally provide market trends/direction and technical support in the process, which should lead to a better understanding of future demands. Customer Relationship Management CRM is a comprehensive approach of customer-centric to dealing with the customers of an organization. Effective Customer Relationship Management is not only a practice of products and services, when interacting with valuable customers, the company must consider the needs of valuable customers, services, and communications of the products. When a customer tells the company about his "needs or wants", the company and the customers are collaborating on the sales of the products. Customers normally provide market trends and technical support in the process, which should lead to a better understanding of future demands Baran, Galka and Stunk, (2008). Organizations therefore recognize the need to communicate with customers in addition to learning about

loyalty, satisfaction, or their complaints. An organization is emerging to focus on customer participation, listen to capture customers' responses, and ideas to perform better with innovative ideas as well and develop products and services in a competitive market environment, (Dawson, 2010). Therefore, the study seeks to find out the influence of customer relationship management on the sales of Coca-Cola products: a statue of a Coca-Cola company.

Three research questions were asked in this study to help the researcher meet the objective of the study.

Research question one: How does customer relationship management influence the sales of statue of coca cola products in Delta State?

Research question Two: What is the influence of effective customer relationship management practice on the sales of the statue of Coca-Cola products in Delta State?

Research question Three: What level of influence does customer relationship management have on sales of the statue of Coca-Cola products in Delta State?

Literature review

Concept of customer relationship management (CRM)

CRM is a very famous business management application to manage customers in a good way. Companies have improved their customer satisfaction through the implementation of CRM. Customer relation management is a process of acquiring, growing, and retaining profitable and loyal customers to the company. Through CRM methodology, we can identify customer Relationship Management Scopes and Fundamentals. According to Denison & Mishra (2011) CRM features include: Focusing on important clients requires both a broad focus on genuine customers and continual submissions of value added to chosen key customers via exclusive and preferred supplies. CRM requires significant changes in the way firms are organized and activities are carried out (Hoffman, 2000). Before establishing CRM, companies must analyze the organization's true challenges (Agarwal et al., 2004a). According to a view based on company knowledge, the development, transmission, and application of knowledge is the main purpose for the existence of a firm. Client knowledge can be described as the experience or applied study gained by clients in the context of CRM. CRM depends on technology: CRM cannot work correctly without client data as a result, technology is becoming more and more vital in CRM and intelligence (Boyle, 2004). The importance of customer relationship

management to an organization customer relationship management (CRM) is crucial for any organization to maintain and improve its relationships with its customers. CRM involves the use of technology and strategies to manage customer interactions and data throughout the customer lifecycle. By properly implementing effective CRM, an organization can increase customer satisfaction, loyalty, and retention, which ultimately leads to increased profits. Therefore, businesses need to invest in CRM and prioritize it as a critical component of their overall strategy. Customer Relationship Management (CRM) is crucial for any organization to maintain and improve its relationships with its customers. CRM involves the use of technology and strategies to manage customer interactions and data throughout the customer lifecycle. By properly implementing effective CRM, an organization can increase customer satisfaction, loyalty, and retention, which ultimately leads to increased profits. Therefore, businesses need to invest in CRM and prioritize it as a critical component of their overall strategy. The basic purpose of any CRM strategy is to enable a firm to recruit and retain profitable clients who benefit the organization. Most plans focus on three features: client acquisition, customer profitability, and customer profitability. This is due to the reduced costs associated with retaining customers rather than recruiting new ones. Customer profitability, according to (Denison, & Mishra, 1995), assesses a company's financial performance about all its costs. Profitability is calculated by considering the income and expenses associated with each customer over time and calculating the client's generation value to the business. The use of technology helps to increase the accuracy of profit tracking. Although one of the most effective techniques to take advantage of sales revenue prospects is to change the advertising mix. Marketing departments, on the other hand, require end-to-end visibility into marketing data via a unified CRM application, and this application's online functionality necessitates the use of the Internet, implying that Somalia lacks enterprise systems and comprehensive management information systems.

Customer relationship service concept

It is hard to talk about customer relationship management without mentioning customer service. As a result, an investigation of what customer relations service entails will be made. Customer relations service is a pre-or post-sales activity that helps consumers resolve most of their complaints and challenges with an organization's services, resulting in customer satisfaction and the preservation of a solid customer relationship. The purpose of customer relations service is to resolve internal and external customer issues swiftly and efficiently. A corporation can save money and improve profit and performance by offering quick and accurate

responses to customers. Customer relations service capabilities. These are the methods or technicalities that allow or aid a business in providing successful customer service. Such as management of field services, help desk, or call centers.

Because today's customers have more choices, the targeted clients are the most valuable to the organization, and customer relations service must be given high attention within the company. Any connection or touch point a customer has with a firm is, in theory, a customer relations service encounter with the potential to lead to a repeat purchase or patronage. Customer service is always classified into two sorts, according to (Bremer, 2012).

Proactive service is a more challenging way to implement

This is a situation in which a company has decided not to wait for customers to contact them, but to go out of their way to talk to them before they complain or do something else that necessitates a reactive answer. This is a topic of effective account management, which teaches salespeople and anyone who works with specific customers to reach out and anticipate their needs.

Organizational performance and customer relationship management practices

The ability of an organization to fulfill its market orientation and financial objectives is referred to as organizational performance. Prior studies have used specific measures of organizational performance by measuring both marketing and financial performance, for example. (This study will look at the marketing and financial performance of a company to see how effective it is. As a result of businesses' use of CRM tactics in marketing performance, customer loyalty and retention will increase, resulting in increased customer satisfaction. Another study, for example, tries to capture the multi-faceted character of customer loyalty, happiness, and retention in firms (Aspara, 2011a).

CRM is being applied in many organizations, according to a recent study, and is obtaining insights into customer behavior, supporting businesses in recognizing the value of consumers, and transforming the way they approach customer interactions.

Environmental considerations have a smaller impact on businesses' inclination to employ CRM than technological and organizational ones. As a result, firms will sense a greater relative advantage, will have more time to experiment with CRM before implementing it, will have more top management backing, and will be more organizationally ready. CRM implementation is more common in larger businesses.

Organizational performance and key customer focus

Key customer concentration is defined (Dienhart and Gregoire, 1993) as an employee's attention to providing excellent customer service. Similarly, this crucial factor enables a company to be customer-centric is the way it provides value to its customers. According to previous research, the most important aspect of a customer relationship is customer orientation, and the marketing concept supports alignment with customers' interests. A customer-focused corporation is more likely to be concerned with long-term success rather than short-term profits since the marketing philosophy pushes a company to plan (Heiens, 2010).

New concepts focusing on the building of customer connections have evolved because of increased competition and declining consumer loyalty. CRM, according to Stone (2018), enables corporations to develop robust targeting and inquiry-handling methods, which aids new businesses in rapidly expanding. The cost of recruiting new customers is six times higher than the cost of retaining existing customers. Knowledge Management and Organizational Performance: Knowledge is recognized as one of the most valuable and crucial assets in CRM (Wang et al., 2010). According to experts, knowledge management is a must for e-business and its growing customer-centric focus. It's worth mentioning that in literature and practice, the terms "knowledge" and "information" are frequently interchanged.

Knowledge management is usually referenced as an example of information management collected on corporate databases, for example. Although information and data management are crucial pillars of knowledge management, individuals can change information, develop, and share knowledge within the business through creative processes and behaviors. In knowledge management, people, processes, technology, and culture must all be considered. Client loyalty and repeat business are also boosted by a deep understanding of customer desires, all of which are vital aspects of the chosen competitive strategy. Customer loyalty and satisfaction are greatly influenced by knowledge management. CRM and knowledge management systems, from the perspective of a process owner, have beneficial effects on a firm's cost structure and revenue streams in exchange for transferring resources from the core business to supplementary services and learn more about the needs and behavior of the customers and to build stronger relation with them. CRM integrates sales, marketing, and customer service strategies, which are based on the aim to optimize customer benefit and relationships. The primary goal of CRM is to increase customer loyalty and in turn, improve business profitability. Following are some related distinct researches, which would provide a more comprehensive picture of our study. Most enterprises and organizations

thought that technology was the only factor that would present a behavior link of CRM on enterprises' performance. However, researchers argue that three distinct factors highly contribute to having outstanding associations with customers, namely, humans, technology, and eventually its process (the process of organization). Over time, various organizations understood that CRM capability highly influences organizational performance. In other words, several literatures, that scrutinized the CRM-organizational performance link, agreed upon a positive association between CRM and organizational performance. Based on the above-mentioned issue, we are highly motivated to have identical research in Jalalabad. The main aim of this study is to know the repercussions of CRM on organizational performance for the east zone of Nigeria in the telecom sector. Shafique and Ahmad (2015) investigate the influence of customer relationship management on organization performance by utilizing multiple logistic regression techniques to obtain their findings for analysis. The study is in Pakistan and the sample consists of 300 telecommunication employees. The researcher has collected his data through questionnaires for the study. His robust findings suggest that customer relationships. Management positively influences organizational performance. He is in view that organizations must play a vital role for better customer relations. The author of this study has some recommendations regarding all telecommunication companies to positively affect organizational performance by adopting the CRM principle and eventually increasing their profit: All telecommunication companies must instruct and teach their employee to offer and provide better and quicker services to their customers.

Theoretical framework

The study was anchored on the consumer performance indicators. The goal of this theory is to explain why organizational performance is improving. The theory outlines fundamental concepts that can be used to explain how and why an organization's performance can be improved over time. To further explain this notion, Heienes (2010), defines performance as the ability to produce useful outcomes. This idea holds that enhancing performance does not happen overnight, but rather takes time and effort. Heienes (2010), describes performance improvement as a journey, with the beginning point being the current level of performance. According to this theory, six (6) critical components determine the current level of performance in an organization: the context, the concerned individuals' knowledge, skill, and identity levels, personal factors of the respective individual(s), and fixed factors that are essentially constant and cannot be changed. According to this theory, these characteristics are crucial because they influence the ease with which individual performance, and thus the

firm's overall performance, may be improved. Three axioms are also included in the theory, all of which are critical in ensuring that a firm's performance is enhanced effectively. These include the performer's thinking, being anchored in an enriched and supportive environment, and being engaged in reflective practice. According to this idea, abiding by these axioms makes it feasible to drastically enhance individual functioning in a corporation, and thus the entity's total performance (Reinelt and Roach, 2006). This theory's facts can be utilized to illustrate how businesses can enhance their performance. By concentrating on the six elements outlined above and connecting them to customer connections, a stronger CRM framework may be developed.

Empirical reviews

Different organizations have different cultures, which are based on the beliefs, objectives, and aspirations of the organization. As a result, regardless of the firm's dynamics, companies will strive to defend and retain the organization's culture. According to (Bremer, 2012), it may be necessary to alter or even change the organizational culture in some cases to fit new market shifts and needs. While firms will seek to keep their culture, market realities and client tastes and preferences may force a firm to consider modifying its culture, (Cameron and Quinn, 2015a). According to (Dawson, 2010), two powerful causes will push an institution to modify its culture: competition and the need to sustain customer loyalty. Changes in organizational culture have varying implications on a company's performance depending on the scale of the change and the subject matter of the change. According to (Bremer, 2012), changing an organization's culture in a way that has various effects on different parts of the market can be detrimental to the entity's performance. Firms need to plan of time for the effects of a transformation in organizational culture, (Dawson, 2010).

This shows that, while a cultural transformation may be necessary for the organization's existence, it may be harmful to other aspects of the firm. Many organizational beliefs and values are formed because of establishing an identity, and these beliefs and values are then utilized to guide stakeholders' behavior in organizations. An entity's identity is defined by its beliefs and values. Researchers looked at organizational culture and performance in an empirical study of the Organization business in Ghana. Beliefs and values are frequently established in reaction to an organization's goal and vision. This helps to explain why various organizations hold distinct values and ideas. The recruitment process, according to (Cameron and Quinn, 2011b), is a good tool for enforcing the organization's ideas and values. The organization's values and beliefs should be instilled in individuals as

part of the recruitment and training process to ensure that the personnel's development encompasses the organization's viewpoints and values.

METHODOLOGY

The study used a survey design with a population of 200 used completely because of the number. The collection of data for this study was questionnaires and observation. The survey was employed by the employer who mostly on the influence of customer relation management on the sales of products, etc. The data which is collected by survey is subjected to some basic statistical techniques for analyzing the workers' opinions towards the productivity of the employees. The hypotheses were subjected to the chi-square test.

RESULTS

Research question one: How does customer relationship management influence the sales of statue of coca cola products in Delta State?

Table1 above showed that 98(52%) of the respondents strongly agreed that the idea generation is highly dependent on an individual in our product sales, 52(28%) of the respondents agreed that idea generation is highly dependent on an individual in our products sales, while 11(6%) of the respondents disagreed with that opinion and 27(14%) of the respondents strongly disagreed with it. 78(41%) of the respondents strongly agreed that an innovative idea in our company is generated to meet customer expectations while 50(26%) of the respondents agreed with it, but 40(21%) of the respondents disagreed that an innovative idea in our company is generated to meet customer expectations, and 20(12%) of the respondents strongly disagreed with this same opinion. 88(47%) of the respondents strongly agreed that Customers are invited to select an evaluating initiative idea, 70(37%) of the respondents agreed with it, and 15(8%) of the respondents disagreed that Customers are invited to in selecting an evaluating initiative idea, but 15(8%) of the respondents strongly disagreed with the same opinion. 70(37%) of the respondents strongly agreed that the top management involves an assigned executive as a sponsor to deliver the new products, 98(52%) of the respondents agreed, while 15(8%) disagreed with the opinion, and 5(3%) strongly disagreed. 78(37%) of the respondents strongly agreed that communications with the market research team are also conducted to update the customer's feedback, 50(26%) of the respondents agreed, while 40(21%) disagreed with the opinion and 20(12%) strongly disagreed.

Research question Two: What is the influence of effective customer relationship management practice on the sales of the statue of Coca-Cola products in Delta State?

Table 1: The analysis of responses to the following items.

ITEMS	SA(%)	A(%)	D(%)	SD(%)
The idea generation is highly Dependent on an individual in the sales of our products	98 (52%)	52(28%)	11(6%)	27((14%)
An innovative idea in our company has been generated to meet Customer expectations	78(41%)	50(26%)	40(21%)	20(12%)
Customers are invited in Selecting and evaluating initiative ideas	88(47%)	70(37%)	15(8%)	15(8%)
The top management involved as assigned executive as a sponsor to deliver the new products	70(37%)	98(52%)	15(8%)	5(3%)
Communications with the market research team are also conducted to update the customer's feedback	78(41%)	50(26%)	40(21%)	20(12%)

Source: fieldwork, 2023.

Table 2: percentage analysis of responses on the influence of effective customer relationship management practice on the sales of statute of Coca-Cola products in Delta State.

ITEMS	SA(%)	A(%)	SD(%)	D(%)
Communication influences customer relationship management practice on the sales	68(36%)	91(48%)	19(10%)	10(6%)
Behavioural of customer relationship management practice on the sales	37(20%)	51(27%)	70(37%)	30(16%)
Sales production influences customer relationship management	68(36%)	91(48%)	19(10%)	10(6%)
Availability of product for sales influence customer relationship management	37(20%)	51(27%)	70(37%)	30(16%)
Wrong choice of management inference influences customer relationship	70(37%)	69(37%)	28(15%)	21(11%)

Source: Fieldwork, 2023

Table 3: Analysis of the influence customer relationship management has on sales of the statue of Coca-Cola products in Delta State.

ITEMS	SA(%)	A(%)	SD(%)	D(%)
Customers level of behavior has no relationship management on seals	68(36%)	15(8%)	75(40%)	30(16%)
Customers level of interaction influence Sales of products	76(40%)	61(32%)	25(13%)	26(15%)
Customer level influences sales of products	98(52%)	40(21%)	24(12%)	26(15%)
Customer management relationship influence the level of sales	0(0%)	40(21%)	98(52%)	50(27%)
The level of product control can influences ales	76(40%)	61(32%)	25(13%)	26(15%)

Source: Fieldwork, 2023

Table 2 above shows that 68(36%) of the respondents strongly agreed that Communication influences customer relationship management practice on sales, 91(48%) of the respondents agreed that Communication influences customer relationship management practice on sales, while 19(10%) of the respondents disagreed with that opinion and 10(6%) of the respondents strongly disagreed with it. 37(20%) of the respondents strongly agreed that behavioral customer relationship management practice on sales while 51(27%) of the respondents agreed with it, but 70(37%) of the respondents disagreed that behavioral customer relationship management practice on the sales and 30(16%) of the respondents strongly disagreed with this same opinion. 68(36%) of the respondents strongly agreed that Sales production influences customer relationship management, 91(48%) of the respondents agreed with it, while 19(10%) of the respondents disagreed that Sales production influences customer relationship management, but 10(6%) of the respondents strongly disagreed with the same opinion. 37(20%) of the respondents strongly agreed that the availability of products for sales influences customer relationship management, 51(27%) of the respondents agreed, 70(8%) disagreed with the opinion and 30(16%) strongly disagreed. 70(37%) of the respondents strongly agreed that the Wrong choice of management inference influences customer relationships, 63(37%) of the respondents did agree, 28(15%) disagreed with the opinion, and 20(12%) strongly disagreed.

Research question Three: What level of influence does customer relationship management have on sales of the statue of Coca-Cola products in Delta State?

Table 3 above shows that 68(36%) of the respondents strongly agreed that the Customer level of behavior has no relationship management on seals, 15(8%) of the respondents agreed that the Customer level of behavior has no relationship management on seals, while 75(40%) of the respondents disagreed with that opinion and 30(16%) of the respondents strongly disagreed with it. 76(40%) of the respondents strongly agreed that Customers' level of interaction influences sales of products, while 61(32%) of the respondents agreed with it, but 25(13%) of the respondents disagreed that Customers level of interaction influence sales of products and 26(15%) of the respondents strongly disagreed with this same opinion. 98(52%) of the respondents strongly agreed that Customer level influences sales of products, 40(21%) of the respondents agreed with it, while 24(12%) of the respondents disagreed that Customer level influences sales of products, but 26(15%) of the respondents strongly disagreed with the same opinion. 0(0%) of the respondents strongly agreed that customer management relationships influence the level of sales, 40(21%) the respondents did agree, 98(52%) disagreed with the opinion and 50(27%) strongly disagreed. 76(40%) of the respondents strongly agreed that the level of product control can influence sales, 61(32%) of the

respondents did agree, 25(13%) disagreed with the opinion and 26 (15%) strongly disagreed.

DISCUSSION

The study investigated the influence of customer relationship management on the sales of Coca-Cola products in Delta State. Table 1 above shows that 98(52%) of the respondents strongly agreed that the idea generation is highly dependent on an individual in our product sales, 52(28%) of the respondents agreed that idea generation is highly dependent on an individual in our products sales, while 11(6%) of the respondents disagreed with that opinion and 27(14%) of the respondents strongly disagreed with it. 78(41%) of the respondents strongly agreed that an innovative idea in our company is generated to meet customer expectations while 50(26%) of the respondents agreed with it, but 40(21%) of the respondents disagreed that an innovative idea in our company is generated to meet customer expectations and also 20(12%) of the respondents strongly disagreed with this same opinion. 88(47%) of the respondents strongly agreed that Customers are invited to select an evaluating initiative idea, 70(37%) of the respondents agreed with it, and 15(8%) of the respondents disagreed that Customers are invited to in selecting an evaluating initiative idea, but 15(8%) of the respondents strongly disagreed with the same opinion. 70(37%) of the respondents strongly agreed that the top management involves an assigned executive as a sponsor to deliver the new products, 98(52%) of the respondents agreed, while 15(8%) disagreed with the opinion, and 5(3%) strongly disagreed. 78(37%) of the respondents strongly agreed that communications with the market research team are also conducted to update the customer's feedback, 50(26%) of the respondents agreed, while 40(21%) disagreed with the opinion and 20(12%) strongly disagreed.

Hoffman,(2000) concentrated on the importance of customer relationship management in organizations. Customer relationship management is a modern business and management concept for organizations that focus on customers, this study also mentioned that customers are one of the important resources for organizations' development and success. In the current competitive market, the organization's success and survival need to be customers, they should be responsive to the customers and meanwhile, they should not just provide only what customers need, but also anticipate the needs, wants, and desires of the customers, and be prepared to deliver before customers even know of their needs. This research examines that customers are the central resource of the companies without which the company cannot reach their goals and objectives. Customer relation management is a continued process of learning which enhances the company's knowledge and understanding of the customers. Denison and Mishra,

(1995). scrutinize customer relation management and its impact on the firm's performance. A hierarchical constructed model is utilized to obtain the analysis. The result of the study shows that customer relationship management capability is positively associated with a firm's performance. Customer relationship management suffers when it is poorly understood, improperly applied, and incorrectly measured and managed. The study explains that organizations can create superior customer relationship management capability when they combine investment commitment in human, technology, and business capabilities.

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Scholarly outputs described customer relationship management features include: Focusing on important clients requires both a broad focus on genuine customers and continual submissions of value added to chosen key customers via exclusive and preferred supplies. Customer relationship management requires significant changes in the way firms are organized and activities are carried out (Hoffman, 2000). Before establishing customer relationship management, companies must analyze the organization's true challenges (Agarwal et al., 2004b). According to a view based on company knowledge, the development, transmission, and application of knowledge is the main purpose for the existence of a firm. Client knowledge can be described as the experience or applied study gained by clients in the

context of customer relationship management. Customer relationship management depends on technology: customer relationship management cannot work correctly without client data (Abbot et al., 2001) as a result; technology is becoming more and more vital in customer relationship management and intelligence (Boyle, 2004).

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Research study showed that the multi-faceted nature of customer loyalty, satisfaction and retention can be captured in organizations (Aspara, 2011). According to a recent study, customer relationship management is being applied in many companies and provides insights into customer behaviour, helps companies recognize the value of consumers and transforms the way they approach customer interactions.

Environmental considerations have less influence on the propensity of companies to use customer relationship management than technological and organizational considerations. As a result, firms will sense a greater relative advantage, will have more time to experiment with customer relationship management before implementing it, will have more top management backing, and will be more organizationally ready. Customer relationship management implementation is more common in larger businesses. Key customer concentration is defined (Dienhart and Gregoire, 1993) as an employee's attention to providing excellent customer service. One crucial factor that permits a firm to be customer-centered, is how it provides value to its customers. According to previous research, the most

crucial aspect of a customer connection is customer focus, and the marketing concept supports putting customers' interests first. A customer-focused corporation is more likely to be concerned with long-term success rather than short-term profits since the marketing philosophy pushes a company to plan (Heiens, 2010).

Conclusion

Customer relationship management has a favorable impact on an organization's success, according to the study. The organization's continuous improvement will be determined by how successfully the customer relationship is managed and how satisfied consumers are with the level of service they receive. The implementation of information technology in the organization has had a substantial impact on the operation performance and processes. Even though the technology is beneficial to the company, the study found that incorporating it into customer relationship management would have a significant influence on the organization's performance. The ability of the company to adopt technology in its services, as well as the expertise of the personnel on technology, has a significant impact on performance. The Customer Relationship Management factor of service quality management had the greatest impact on perceived organizational performance. However, given that likes and preferences differ across individuals, meeting the expectations of every client remains a struggle. Though clients' expectations differ, the differences are minor, thus standardization should be used to find an optimal point. Customer service can be standardized by steps such as the implementation of a customer service policy.

Recommendations

1. Organizations, particularly flour mills, must maintain a positive relationship with their clients to maintain a competitive advantage.
2. Employees must also exhibit commitment and loyalty to the strategy's success.
3. The report also suggested that all staff receive training and development aimed at fostering long-term customer relationships regularly.
4. As a result, organizations should foster an understanding of their organizational culture in order to recruit and retain talented individuals who can contribute positively to the organization's performance and foster strong and beneficial relationships.
5. Organizations must also employ technical ways for assessing customer satisfaction, as well as technology that will improve service delivery in the organization.

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